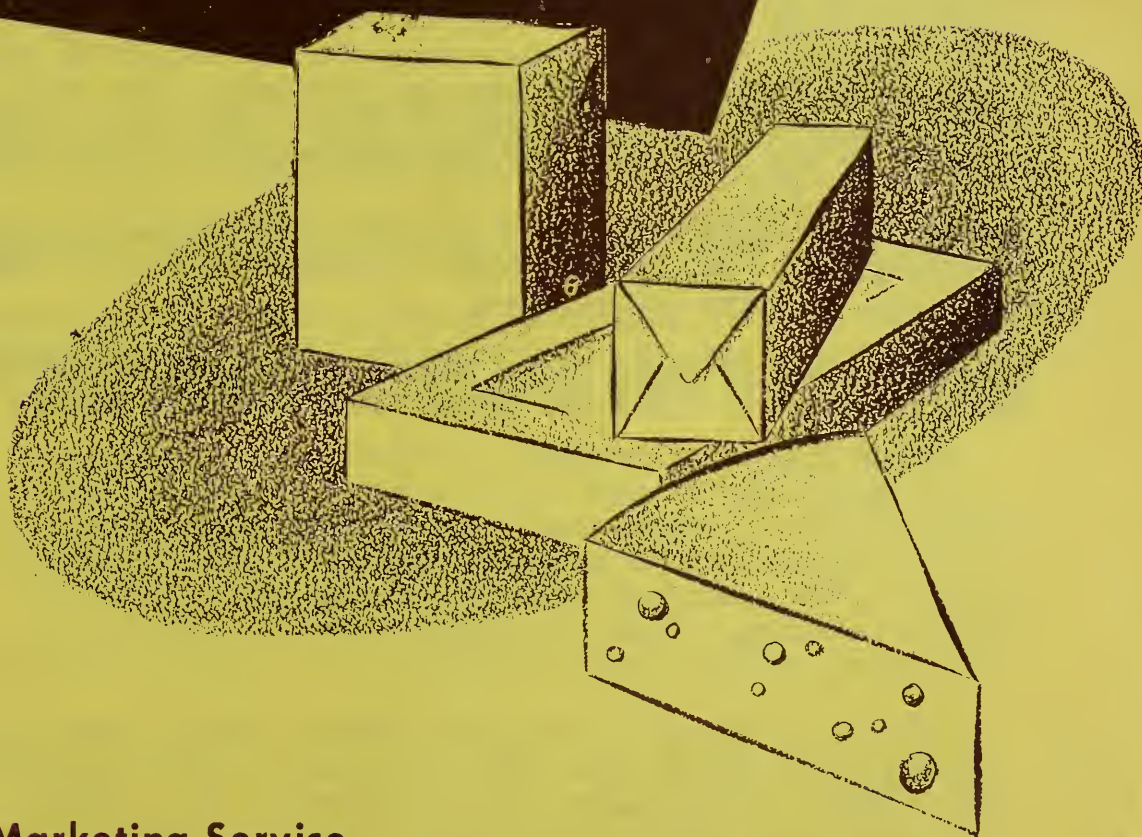


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Household Purchases of Butter, Cheese, Nonfat Dry Milk Solids, and Margarine, January 1956



HPD-21

March 1956
Agricultural Marketing Service
U. S. DEPARTMENT OF AGRICULTURE

WASHINGTON, D. C.

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PREFACE

This is one in a series of monthly reports, the first of which was published for April 1954, showing estimates of current household purchases and related information for butter, cheese, nonfat dry milk solids, and margarine. This series is based on information obtained in a cooperative project financed by the United States Department of Agriculture and by the dairy industry through the American Dairy Association. The Department funds are provided under the Agricultural Marketing Act of 1946 (RMA, Title II).

The basic data presented herein were collected by the Market Research Corporation of America from its National Consumer Panel and were tabulated by it, under contract with the Department. The data beginning April 1954 are based on reports from a sample of approximately 5,800 families. Additional data on butter and margarine only for the months April 1953-March 1954 are also available. The data prior to April 1954 were based on a sample of about 4,300 families and were adjusted to the level currently reported from the 5,800-family sample.

The estimates include only purchases for consumption by household consumers and do not reflect volume purchased by hotels, restaurants, hospitals, or other institutions.

This report was prepared in the Market Development Branch of the Marketing Research Division, Agricultural Marketing Service.

HOUSEHOLD PURCHASES OF BUTTER, CHEESE, NONFAT DRY
MILK SOLIDS, AND MARGARINE, JANUARY 1956

The data in this report are estimates of total purchases by household consumers only, and do not include consumption in restaurants, hotels, hospitals, or other institutional outlets. Data for a month are for a 4-week period (28 days) in order to permit comparisons of purchase volume between periods of equal length.

SUMMARY

United States householders bought about 1.5 percent more butter in January 1956 than in January 1955. This was the 22d consecutive month in which householders reported buying more butter than in the same month a year earlier. For the months April 1954-January 1956, total purchases of butter for household use were about 9 percent larger than in April 1953-January 1955, while margarine purchases were up about 3 percent. Margarine purchases by householders during January 1956 were about 4 percent less than in January 1955. This was the fourth consecutive month during which margarine purchases for household use had been the same as or smaller than the same month a year earlier, following 12 months in which they had been larger.

Householders also reported smaller total purchases of natural and processed cheese products and cottage cheese during January 1956 than in January 1955. Purchases of nonfat dry milk solids for home use in January 1956 were about 4 percent larger than the corresponding month of 1955, following 9 months of gains of from 14 to 30 percent over a year earlier.

These indications of change in monthly household purchase volumes for butter, cheese, margarine, and nonfat dry milk solids are based on continuing weekly reports from a representative nationwide sample of 5,800 families.

Butter: Total purchases of butter for household use during the 4-week period of January 1956 were reported at over 66 million pounds, about 1 million pounds larger than in the 4-week period for January 1955. The household market for butter during January 1956, as measured by the percentage of all families buying, continued to show small gains from a year earlier. About 47 percent of all families made a purchase of butter as compared with 45.5 percent of all families a year earlier (table 1).

Butter purchases by householders during the 10-month period April 1955-January 1956 were about 5 percent larger than in the corresponding period a year earlier. In the previous dairy marketing year April 1954-March 1955, household purchases of butter were reported to be 13 percent larger than a year earlier.

Purchases of butter for household use declined about 6 million pounds from December 1955 to January 1956. A year earlier, from December 1954 to January 1955, the drop had been about 4 million pounds; from December 1953 to January 1954, butter purchases for home use had increased about 1 million pounds.

During January 1956, for the fourth consecutive month, consumers in this survey reported fractionally lower butter prices than a year earlier. This was in contrast to the April-September 1955 period during which prices paid for butter by householders were reported somewhat higher than a year earlier.

Margarine: Total purchases of margarine for household use during January 1956 were estimated at almost 100 million pounds, about 4 million pounds below the purchase level reported in January 1955. The reported percentage of all families buying margarine during January 1956--about 60 percent--was down 3 percentage points from a year earlier. Those families buying margarine continued buying larger average amounts per purchase--just over 1.5 pounds--but they were buying less frequently than a year earlier (table 2).

During April 1955-January 1956 household purchases of margarine were almost 4 percent larger than in the corresponding period a year earlier. In the preceding 12 months, April 1954-March 1955, purchases of margarine for home use had been 3 percent greater than during April 1953-March 1954.

Householders reported buying about 8 million pounds less margarine in January 1956 than they bought in December 1955. Purchases of margarine dropped about 4 million pounds from December 1954 to January 1955, but from December 1953 to January 1954 they increased about 3 million pounds.

Householders in this survey reported paying an average price of just over 24 cents per pound for margarine in January 1956, down about 1 cent from a year earlier. The reported price spread between butter and margarine was 43.6 cents per pound in January 1956, 42.5 cents in January 1955, and 48.9 cents in January 1954.

About 19 percent of all families reported buying both butter and margarine in January 1956, while about 12 percent bought neither of these products during the month. These indications for January 1956, when compared with the same month a year earlier, show a drop of 1 percentage point in the number of families buying both products but an increase of 1 percentage point for those families buying neither.

Cheese: Total household purchases of natural and processed cheese products (purchased weight basis) in January 1956, were estimated at 48.5 million pounds compared with 54.0 million pounds a year earlier. The total for January 1956 reflected a drop from a year earlier of 1.4 million pounds in natural cheese purchases and 4.1 million pounds in total processed cheese purchases.

Natural cheese purchases by householders during January 1956 were estimated at 27.6 million pounds, about 5 percent less than a year earlier. Purchases of all types of natural cheese were lower, with Swiss and cream cheese reflecting the largest drops. However, for the 10 months ending January 1956, total natural cheese purchases for home use were reported about 5 percent greater than in April 1954-January 1955 (table 4).

Total processed cheese purchases for household use in January 1956--including processed cheese, cheese spreads, and cheese foods--were reported at 20.8 million pounds, down about 16 percent from January 1955 but up slightly from December 1955. Purchases of all types of processed cheese products were smaller in January 1956 than a year earlier, with decreases ranging from 3 percent for processed cheese to 37 percent for cheese foods. For the April 1955-January 1956 period, total purchases of processed cheese products were 15 percent below the corresponding period a year earlier (table 5).

Cottage cheese purchases, which are not included in the totals above, were reported at 34.2 million pounds in January 1956 as compared with 35.0 million pounds in January 1955. Purchases of cottage cheese for household use each month during the 10-month period April 1955-January 1956 were close to the level of a year earlier, ranging from a decrease of almost 4 percent to an increase of just over 2 percent. For the period as a whole, April 1955-January 1956, household purchases of cottage cheese were about 1 percent smaller than in the corresponding period a year earlier.

Purchases of cottage cheese for home use increased about 3.6 million pounds from December 1955 to January 1956, a slightly smaller gain than that experienced from December 1954 to January 1955. Consumers in this survey continued to report stable prices for cottage cheese.

The trend toward buying more cottage cheese per purchase compared with a year earlier was continued in January 1956 (table 6).

Nonfat Dry Milk Solids: Household purchases of nonfat dry milk solids during January 1956 totaled 12.9 million pounds, a gain of about half a million pounds over purchases reported in January 1955. Although the gain in household purchases of nonfat dry milk solids during January 1956 from a year earlier was only 4 percent, the increase for the period April 1955-January 1956 over a year earlier was about 20 percent.

Consumers in this survey reported paying 39.6 cents per pound for nonfat dry milk solids in January 1956, about 1 cent per pound less than a year earlier but unchanged from the preceding month. Householders continued to report, for the fourth consecutive month, larger average size purchases than a year earlier following a 6-month period, April-September 1955, during which they reported smaller average size purchases than in April-September 1954 (table 7).

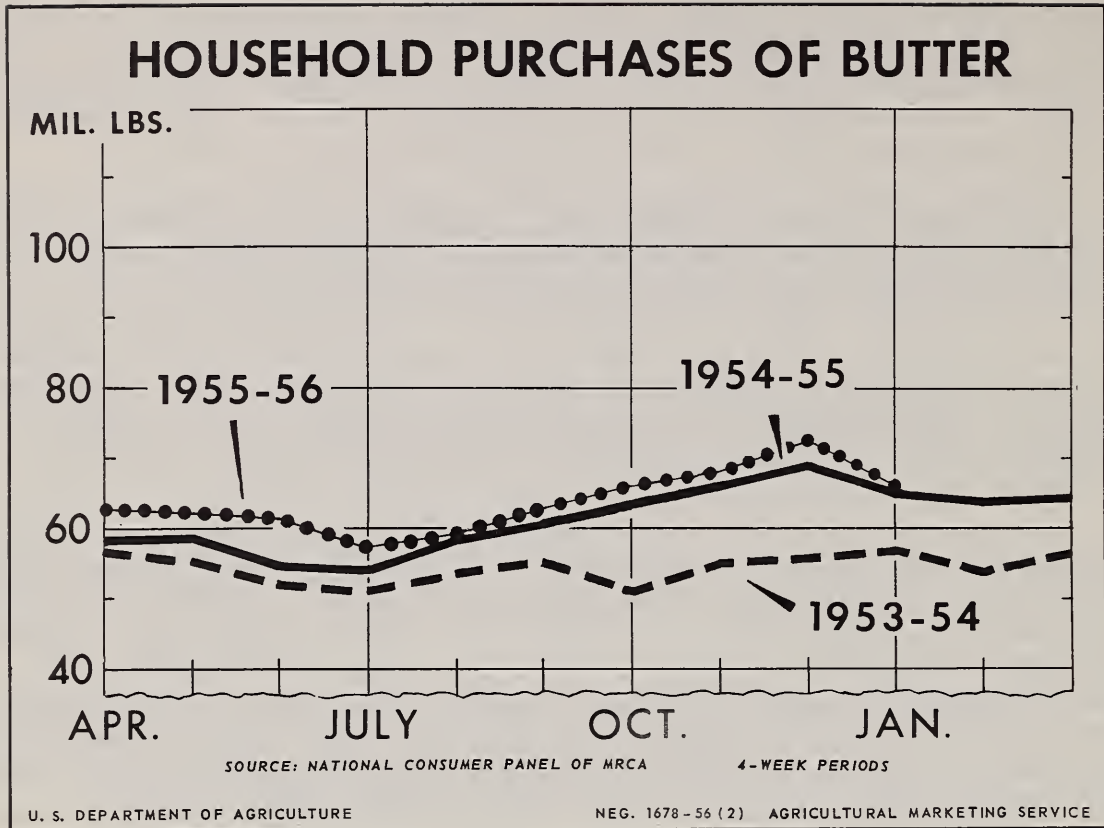


Figure 1

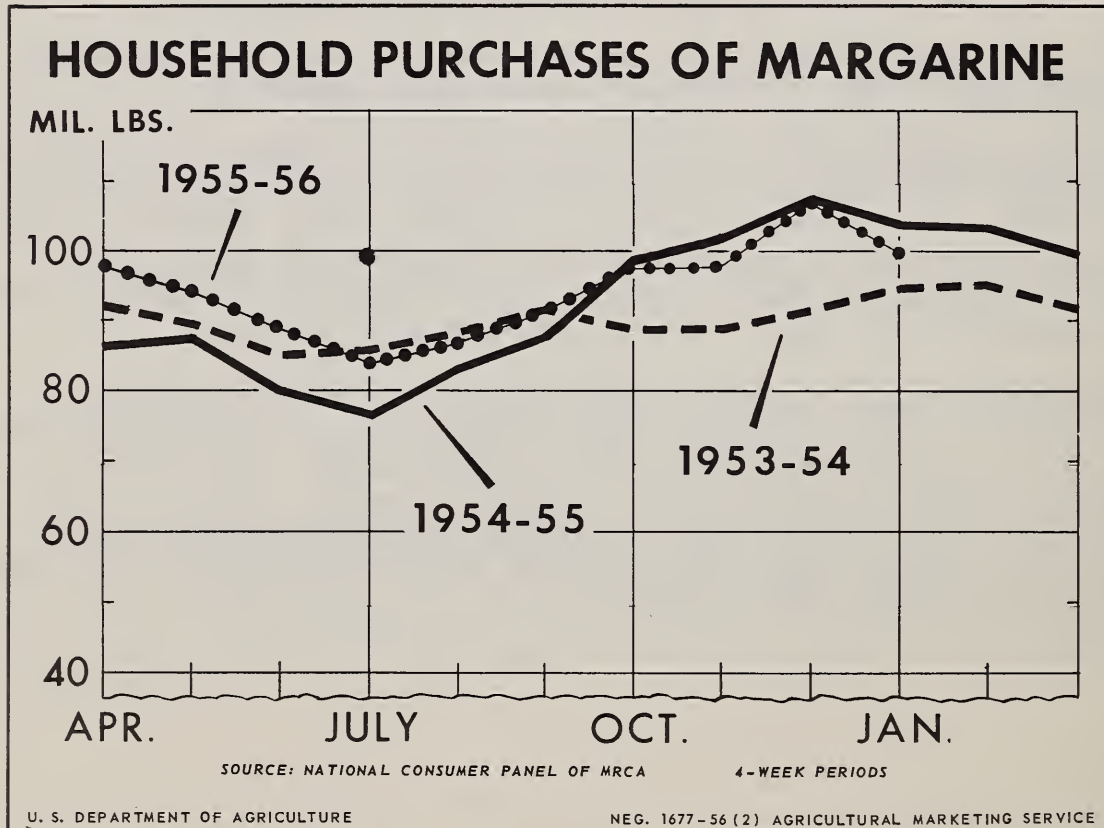


Figure 2

Table 1.--Butter: Household purchases and average price per pound
U. S., 4-week periods

[illegible]

National Consumer Panel of Market Research Corporation of America.

Table 2.--Margarine: Household purchases and average price per pound
U. S., 4-week periods

[illegible]

National Consumer Panel of Market Research Corporation of America.

Table 3.--Cheese: Household purchases and average price per unit,
U. S., 4-week period, January 1956

Type	Percentage of all families buying any type	Quantity purchased			Average price paid per unit	
		Average per purchase	Total	Per 1,000 population		
		Ounces	1,000 pounds	Pounds	Unit	Cents
Natural						
American	<u>1/</u>	13.3	16,830	104.4	Lb.	63.3
Swiss	<u>1/</u>	9.4	3,140	19.5	Lb.	75.1
Cream	<u>1/</u>	6.1	3,780	23.4	3 oz.	14.2
Other	<u>1/</u>	8.8	3,890	24.1	Lb.	77.9
Processed						
Cheese	<u>1/</u>	10.8	9,680	60.0	Lb.	60.4
Cheese foods	<u>1/</u>	21.8	4,380	27.1	Lb.	44.2
Cheese spreads	<u>1/</u>	15.3	6,780	42.0	Lb.	51.2
Natural and Processed	56.9					
Cottage cheese	<u>1/</u>	16.3	34,180	211.8	12 oz.	21.4

1/ Estimated percentage buying each type is supplied in quarterly report.

National Consumer Panel of Market Research Corporation of America.

Table 4.--Natural Cheese: Household purchases and average price,
U. S., 4-week periods

Period	Purchases							
	American		Swiss		Cream		Other	
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds
April-----	17,210	14,910	3,290	3,180	3,530	3,390	3,730	3,320
May-----	16,150	15,310	3,460	2,950	3,790	3,460	3,170	3,590
June-----	16,120	13,910	4,070	3,580	3,250	2,880	3,420	2,860
July-----	14,860	14,160	3,450	3,120	2,990	2,500	2,540	2,950
August-----	15,700	15,010	3,450	2,940	2,830	2,310	2,990	2,940
September-----	16,860	16,140	3,630	3,520	3,120	2,790	3,340	2,950
October-----	17,870	17,280	3,780	3,640	3,380	3,370	3,930	3,520
November-----	17,260	16,950	3,610	3,100	3,500	3,670	3,640	3,560
December-----	16,590	16,800	3,440	3,290	4,020	4,090	3,870	4,070
January-----	16,830	17,270	3,140	3,670	3,780	4,210	3,890	3,920
February-----		17,920		3,530		3,950		4,240
March-----		18,120		3,860		3,860		3,460
Average price paid								
Per pound						Per 3 oz.		
American		Swiss		Other		Cream		
1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	
Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
April-----	62.3	63.6	73.2	78.0	75.4	75.5	14.0	14.1
May-----	63.8	63.0	73.1	76.8	75.8	77.4	14.2	14.3
June-----	63.2	62.3	72.9	75.4	78.7	74.4	14.2	14.3
July-----	63.9	63.0	75.9	75.0	78.2	74.0	14.2	14.4
August-----	63.9	62.9	73.8	75.1	76.4	76.1	14.1	14.4
September-----	63.2	62.0	72.7	74.2	79.6	77.2	14.1	14.2
October-----	62.6	62.0	71.8	72.7	77.8	77.4	14.2	13.7
November-----	62.9	62.8	72.8	74.9	78.2	74.7	14.4	13.5
December-----	64.0	63.0	75.7	75.1	78.4	81.9	14.2	13.9
January-----	63.3	63.3	75.1	72.0	77.9	75.8	14.2	13.7
February-----		62.8		72.5		78.8		14.2
March-----		63.4		72.1		75.4		14.0

National Consumer Panel of Market Research Corporation of America.

Table 5.--Processed cheese: Household purchases and average price, U. S., 4-week periods

Period	Purchases					
	Processed cheese		Cheese foods		Cheese spreads	
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	<u>pounds</u>	<u>pounds</u>	<u>pounds</u>	<u>pounds</u>	<u>pounds</u>	<u>pounds</u>
April-----	9,010	10,740	5,240	9,110	6,410	5,670
May-----	9,640	10,670	4,930	9,020	6,400	6,290
June-----	9,940	10,330	5,210	9,420	6,970	5,450
July-----	9,090	9,900	4,640	7,960	5,940	5,170
August-----	8,820	9,940	4,100	7,580	5,890	5,710
September-----	9,190	10,460	4,560	8,090	6,970	6,000
October-----	9,500	10,000	4,900	8,160	6,750	6,790
November-----	8,580	9,660	4,140	6,360	6,740	6,050
December-----	9,240	9,210	4,800	6,210	6,510	6,130
January-----	9,680	10,020	4,380	6,970	6,780	7,920
February-----		10,700		7,250		8,350
March-----		10,380		6,340		7,800
	Average price paid per pound					
	Processed cheese		Cheese foods		Cheese spreads	
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>
April-----	61.5	60.9	45.0	47.1	51.0	57.9
May-----	60.4	60.6	44.7	45.8	50.7	52.0
June-----	59.3	61.2	44.2	45.8	50.6	54.3
July-----	60.8	61.5	44.7	46.7	49.9	53.9
August-----	60.8	61.2	44.7	46.6	49.8	51.9
September-----	60.7	60.1	43.3	45.5	50.8	51.9
October-----	60.4	61.2	43.2	44.8	48.7	52.1
November-----	61.2	61.1	44.5	44.5	49.4	53.7
December-----	61.8	62.0	45.2	46.1	51.6	55.6
January-----	60.4	61.4	44.2	44.9	51.2	51.8
February-----		61.4		44.2		49.8
March-----		60.9		44.1		49.9

Table 6.--Cottage Cheese: Household purchases and average price, U. S., 4-week period

Period	Purchases		Average price paid				Size of	
			Per 12-oz. unit		Per actual 12-oz.		average purchases	
			for all purchases		unit purchases			
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	<u>pounds</u>	<u>pounds</u>	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>	<u>Ounces</u>	<u>Ounces</u>
April-----	38,220	37,370	21.2	21.2	22.9	22.7	16.2	15.8
May-----	35,720	36,020	21.2	21.2	23.0	22.5	16.2	15.8
June-----	34,630	35,600	21.0	21.0	22.7	22.7	16.4	15.9
July-----	33,030	34,300	21.0	20.9	22.9	22.7	16.3	15.9
August-----	31,650	32,820	21.2	21.2	23.4	23.0	16.2	15.7
September-----	32,440	31,720	21.3	21.1	23.2	22.8	16.0	15.7
October-----	31,840	32,780	21.3	21.3	23.4	23.0	15.9	15.5
November-----	32,230	32,940	21.2	21.4	23.5	23.1	16.4	15.9
December-----	30,540	30,110	21.4	21.2	23.5	23.1	16.4	16.0
January-----	34,180	34,990	21.4	21.2	23.5	23.2	16.3	16.0
February-----		38,200		21.3		23.2		15.8
March-----		43,240		21.2		23.0		16.0

Table 7.--Nonfat Dry milk solids: Household purchases and average price per pound, U. S., 4-week periods

Period	Quantity purchased						Average price paid			
	Average per purchase		Total		Per 1,000 population		Per pound for all purchases		Per actual 1-pound unit purchases	
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	Ounces	Ounces	1,000 pounds	1,000 pounds	Pounds	Pounds	Cents	Cents	Cents	Cents
April-----	19.5	21.1	13,500	11,080	83.6	70.2	39.7	38.1	35.4	36.7
May-----	19.9	21.1	13,180	10,880	81.6	68.9	39.5	37.8	35.4	36.1
June-----	20.4	22.6	12,420	9,560	76.9	60.5	39.9	37.3	35.8	35.4
July-----	20.5	23.5	12,140	9,560	75.8	60.1	39.7	36.4	35.8	34.8
August-----	20.0	22.6	11,720	9,410	73.1	59.1	39.6	35.5	35.9	33.7
September-----	20.8	22.0	12,230	9,910	76.3	62.3	38.7	36.7	34.9	34.1
October-----	21.3	20.6	12,330	10,860	76.5	67.7	38.7	38.3	35.4	35.0
November-----	21.5	20.3	12,420	10,660	77.0	66.5	39.5	38.5	36.1	35.9
December-----	21.5	19.9	12,880	10,110	79.9	63.1	39.7	39.7	36.6	35.6
January-----	21.1	18.9	12,910	12,360	80.0	77.1	39.6	40.5	36.2	36.1
February-----		18.8		13,510		84.2		40.3		35.8
March-----		18.6		13,280		82.8		40.2		35.8

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